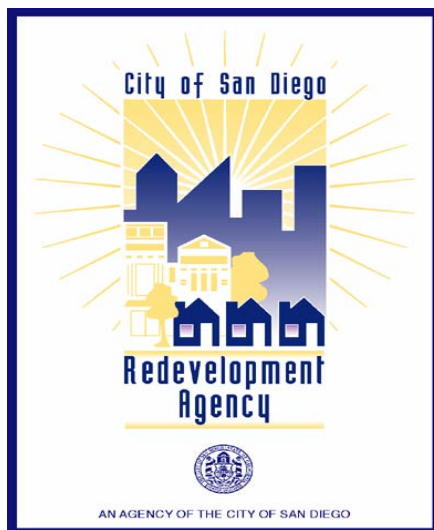


Midway Pacific Highway Corridor Community Plan Amendment



"The Most Efficiently Run Big City in California"

THE CITY OF SAN DIEGO

March 23, 2005

Overview of Today's Presentation

- ❑ **Where We Have Been**
- ❑ **Where We Are Today**
- ❑ **Where We Are Going**

Where We Have Been

Project Location Map

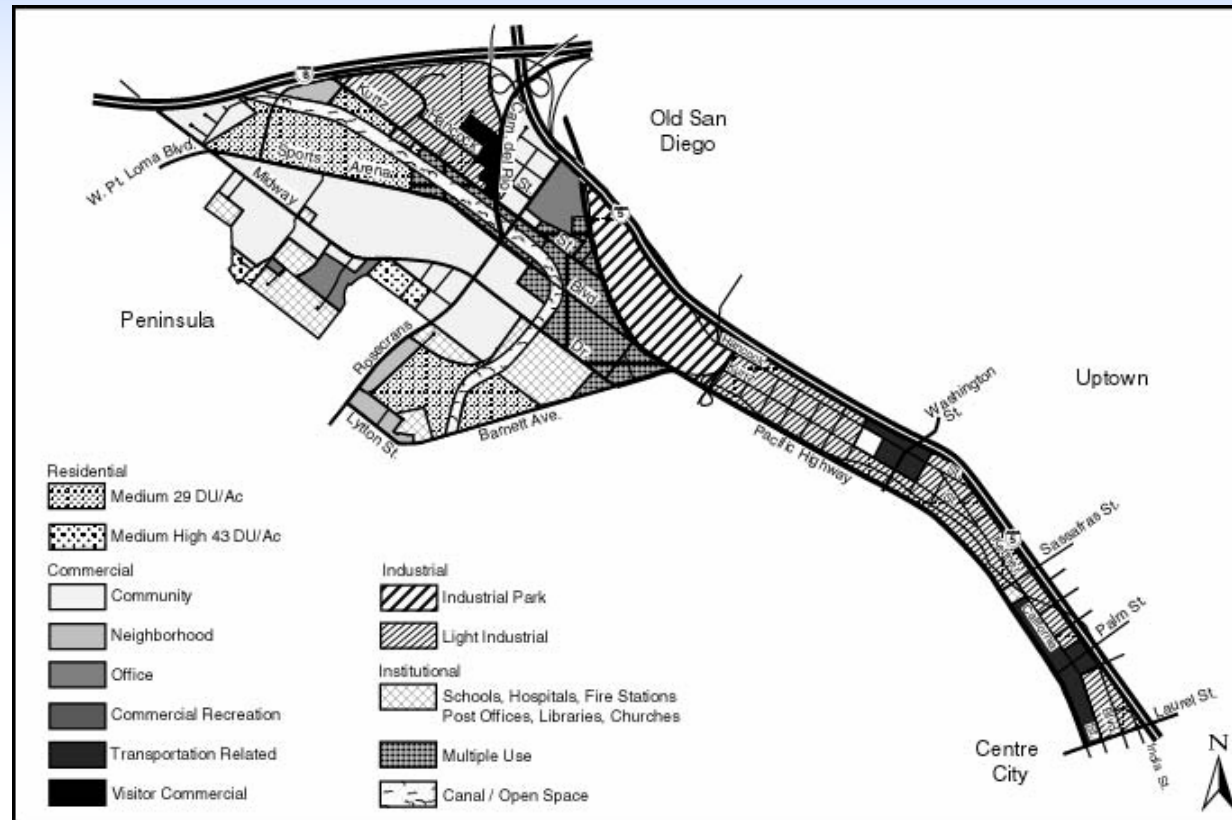


Project Location - Surrounding Communities
Midway / Pacific Highway Corridor Community Plan
CITY OF SAN DIEGO • PLANNING DEPARTMENT

Figure
4

Where We Have Been

Existing Land Use Map



Existing Land Use Plan
Midway / Pacific Highway Corridor Community Plan
 City of San Diego • Community and Economic Development

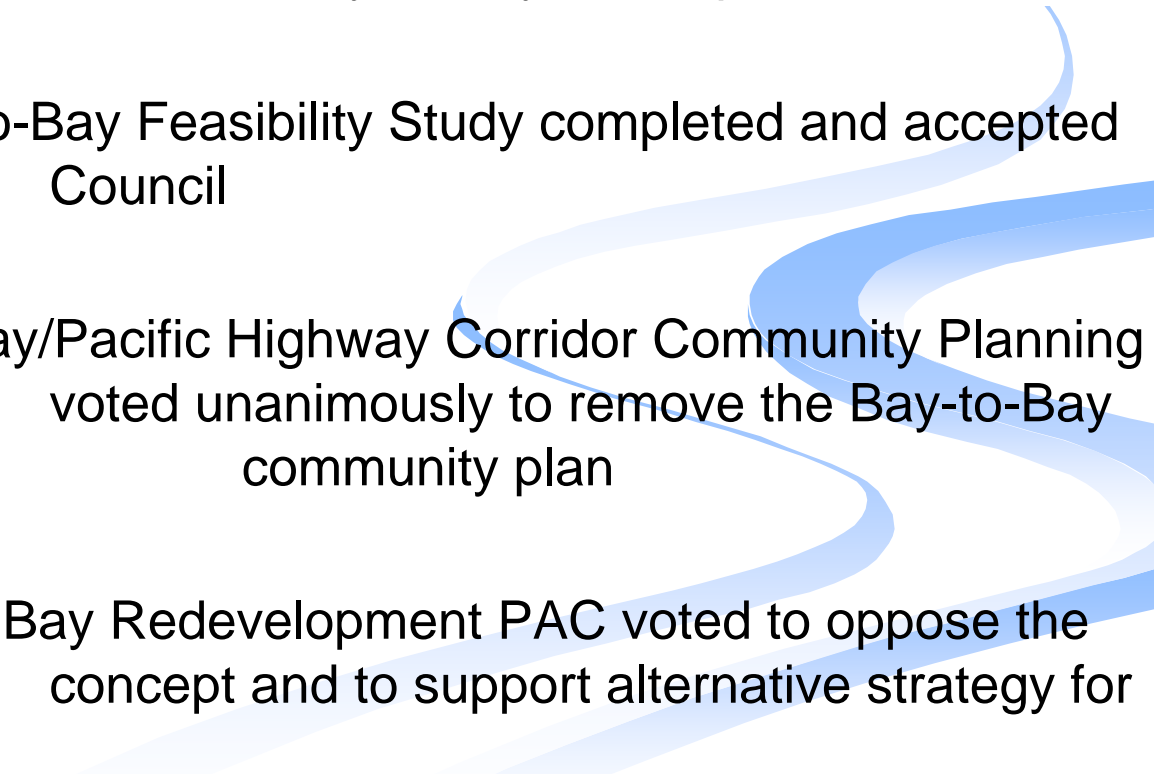
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Figure
11

Map prepared by the City of San Diego Planning Department
 7-1-04/JAA

Where We Have Been

History of the Bay-to-Bay Concept

- 
- | | |
|--|--|
| January, 1999
amended to | Midway/Pacific Highway Corridor Community Plan
insert the Bay-to-Bay Concept |
| October, 2003
by the City | Bay-to-Bay Feasibility Study completed and accepted
Council |
| January, 2004
Group
concept from the | Midway/Pacific Highway Corridor Community Planning
voted unanimously to remove the Bay-to-Bay
community plan |
| March, 2004
Bay-to-Bay
parks | North Bay Redevelopment PAC voted to oppose the
concept and to support alternative strategy for |

Where We Have Been

April 2004 City Council Directives (Resolution R-299076)

1. Remove the Bay-to-Bay concept from the Midway/Pacific Highway Corridor Community Plan and Local Coastal Program Land Use Plan
2. Develop an alternative strategy for open space and recreation, in which several parks would be developed in the Midway Community, to be linked by pedestrian/bike route
3. Insert architectural and landscaping guidelines similar to those identified in the Planning Advisory Committee North Bay Conceptual Plan
4. Identify portions of the community where mixed-use, urban, transit-oriented development should be encouraged
5. Make other changes needed to bring the community plan up to date with relevant community and redevelopment goals for the area. These changes may include elements of the Strategic Framework Element General Plan, Transit-Oriented Development Design Guidelines, and appropriate zoning changes

To fulfill the City Council Directives a Community Plan Amendment was initiated

Where We Have Been

Review Recent Planning Studies:

- ❑ North Bay Conceptual Plan - June 04

For: North Bay Association

By: New City America, Inc.

Primary focus: Commercial corridors revitalization in the northern part (North Bay) of the community plan

- ❑ San Diego/North Bay Station Area Planning - September 04

For: San Diego Redevelopment Agency

By: Calthorpe Associates

Primary focus: Mixed-use transit oriented development within half-mile radius of the Old Town Transit Station

SD/NBSAP is available for review on-line at <http://www.sandiego.gov/redevelopment-agency/northbay.shtml>

Where We Have Been

Summary of Recent Planning Studies:

- ❑ Some ideas in plans are the same:
Example: They both want open space.
- ❑ Some ideas in the plans are different:
Example: Different focus or purpose for each plan and height limits.
- ❑ Some topic areas are not addressed:
Example: Southern panhandle of project area and its transit stations are not addressed in either plan.

So, we needed to do some work together to address differences, fill in the gaps and finish the design work before writing the amendment.

Where We Have Been

Gain Additional Community Input:

Goal of input process is to move from existing conditions to future land use plans

- ❑ Workshop #1: January 22, 2005 - Existing Conditions
Reviewed 9 Elements of a Successful Districts
Broke out into working groups by those elements for a walking tour
Came back and defined what we liked and did not like by our element
- ❑ In between Workshops #1 and #2: Comparative District Research
Get ideas about what other districts are doing
- ❑ Workshop #2: February 23, 2005 - Defining ideas for the District's future
Reviewed Comparative District Research
Brainstormed "Big Ideas" - Where do you want the District to be in 5-10 years?

Where We Are

Gain Additional Community Input

Public Workshop 3 - Today, Wednesday March 23:

- ❑ Present conceptual future plans that:
 - Incorporate walking tour's existing conditions from Workshop 1
 - Build from Big Ideas from comparative district research and Workshop 2
 - Relate to the Council Directives
 - Incorporate urban planning concepts
- ❑ Gain more public input on the conceptual future plans:
 - Rotate through working stations
 - Comment on the conceptual future plans
- ❑ Report out what the responses are to these conceptual future plans

*The input from this workshop will be used to refine these conceptual future plans and develop the draft language for the community plan amendment

Where We Are

Draft Land Use Concept Plan

This workshop process was designed to move all of us from Existing Conditions to Conceptual Future Plans for the District

- ❑ Listening to your input
- ❑ Analyzing recent planning studies
- ❑ Conducting our own site tours
- ❑ Incorporating urban planning knowledge with your input and ideas
- ❑ Developing conceptual future plans for the District

Note:

This slide show is just the first glimpse of the future plans. You will also have the opportunity tonight to view all of these slides on large boards in small groups so that you can hear again the ideas, read what they say and respond to them.

Where We Are

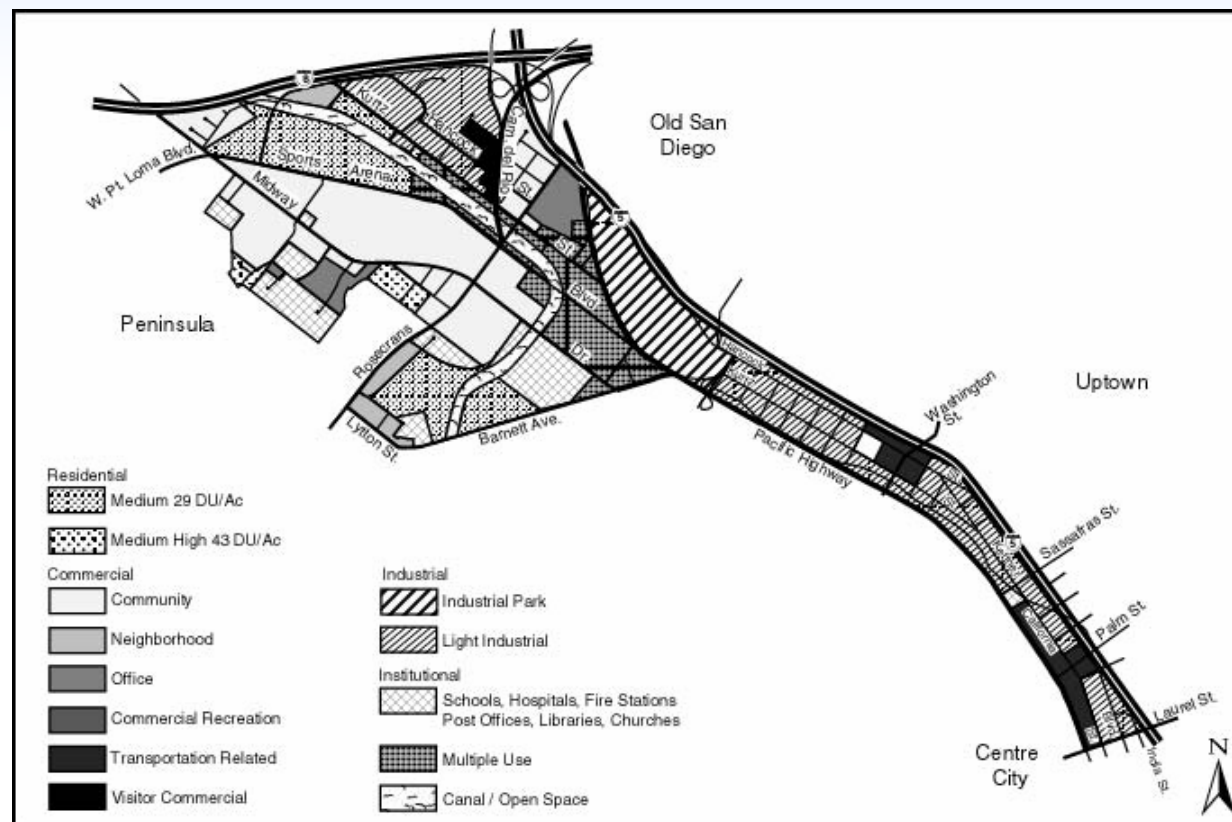
Draft Land Use Concept Plan

Illustrations to show you today in this slide show and then in smaller groups to comment on the ideas are:

- ❑ Existing Conditions & Opportunities and Constraints
- ❑ Activity Nodes, Land Uses and Circulation Patterns
- ❑ Creating 6 Districts based on Activity Nodes
- ❑ Linking the Districts through open space strategies, pedestrian and bike routes and mass transit
- ❑ Architecture Design Guidelines for the Districts

Where We Are

Project Area Review:



Existing Land Use Plan
Midway / Pacific Highway Corridor Community Plan
City of San Diego • Community and Economic Development

Figure
11

11 map of the corridor with the scope of the study area
7-1-04 JAA

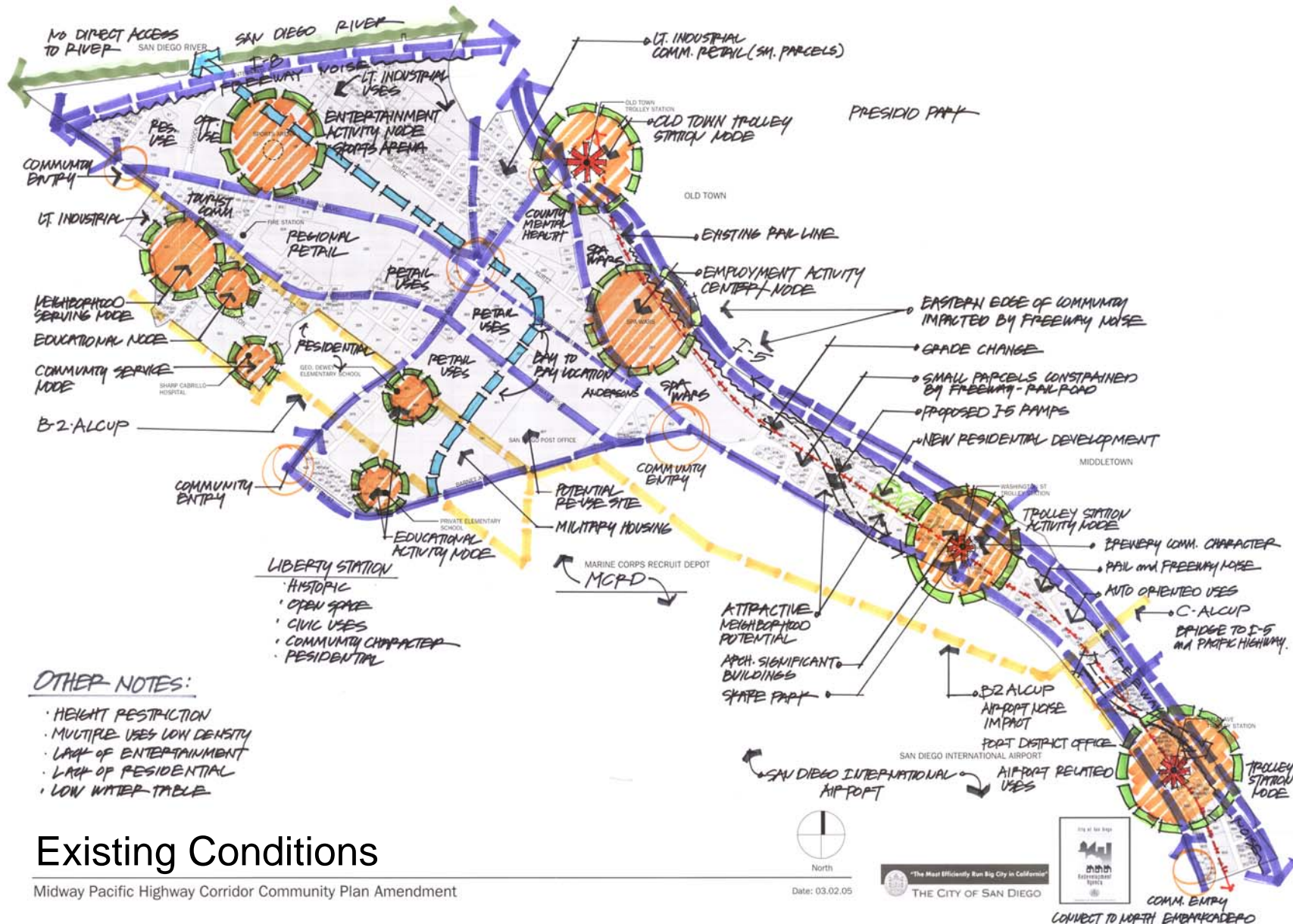
Where We Are

Existing Conditions

What we heard you say:

- ❑ Car oriented
- ❑ Regional shopping
- ❑ Single uses that are separated from one another
- ❑ Disconnected amenities within the district
- ❑ Lacking open space
- ❑ Complicated traffic patterns constrained by freeway on and off ramps
- ❑ Visually confusing because of signage
- ❑ Large parking areas
- ❑ Light industrial uses
- ❑ Entertainment venues - some okay, some not
- ❑ Military presence in the area
- ❑ Hostile environment to pedestrians or anyone not in a car

Where We Are



Existing Conditions

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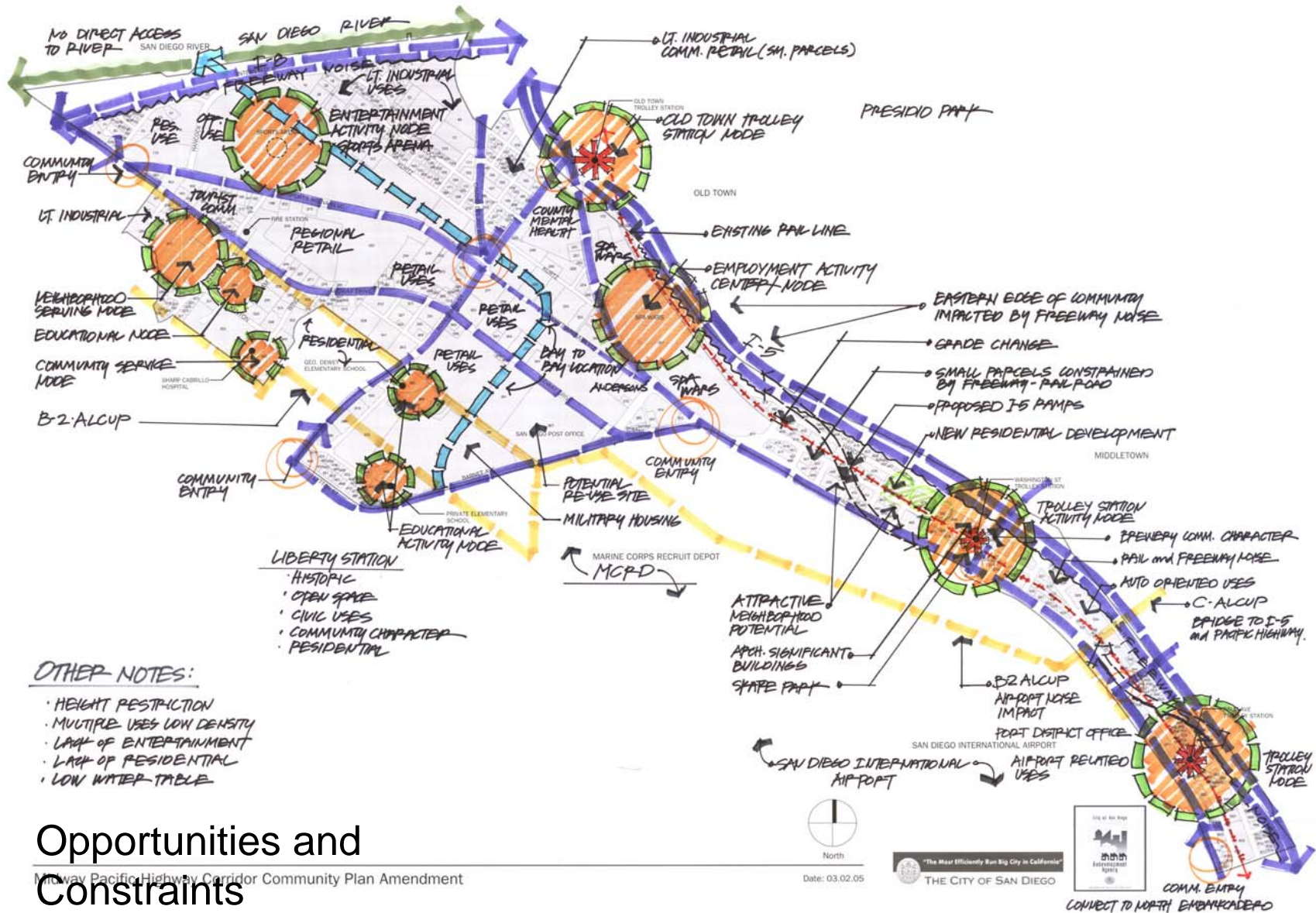
Where We Are

Existing Conditions helped to define Opportunities and Constraints

What we heard:

- ❑ Varied open space
- ❑ Open space that fits the community
- ❑ Parks in safe corridors and clean air
- ❑ Meet the current code for parks
- ❑ Recreation space and center
- ❑ Lofts over businesses
- ❑ Tree-lined euro blvd from PCH to OB
- ❑ Little Italy
- ❑ Big sidewalks with w/pop-outs
- ❑ Streetscape
- ❑ Mixed-use with lofts
- ❑ Lots of parking
- ❑ Trails for pedestrians
- ❑ Adequate handicap parking
- ❑ Open market or Farmers Market
- ❑ Satellite police department
- ❑ Foundry uses - industrial variety of small businesses
- ❑ Live/work space
- ❑ Well maintained properties

Where We Are



Opportunities and Constraints

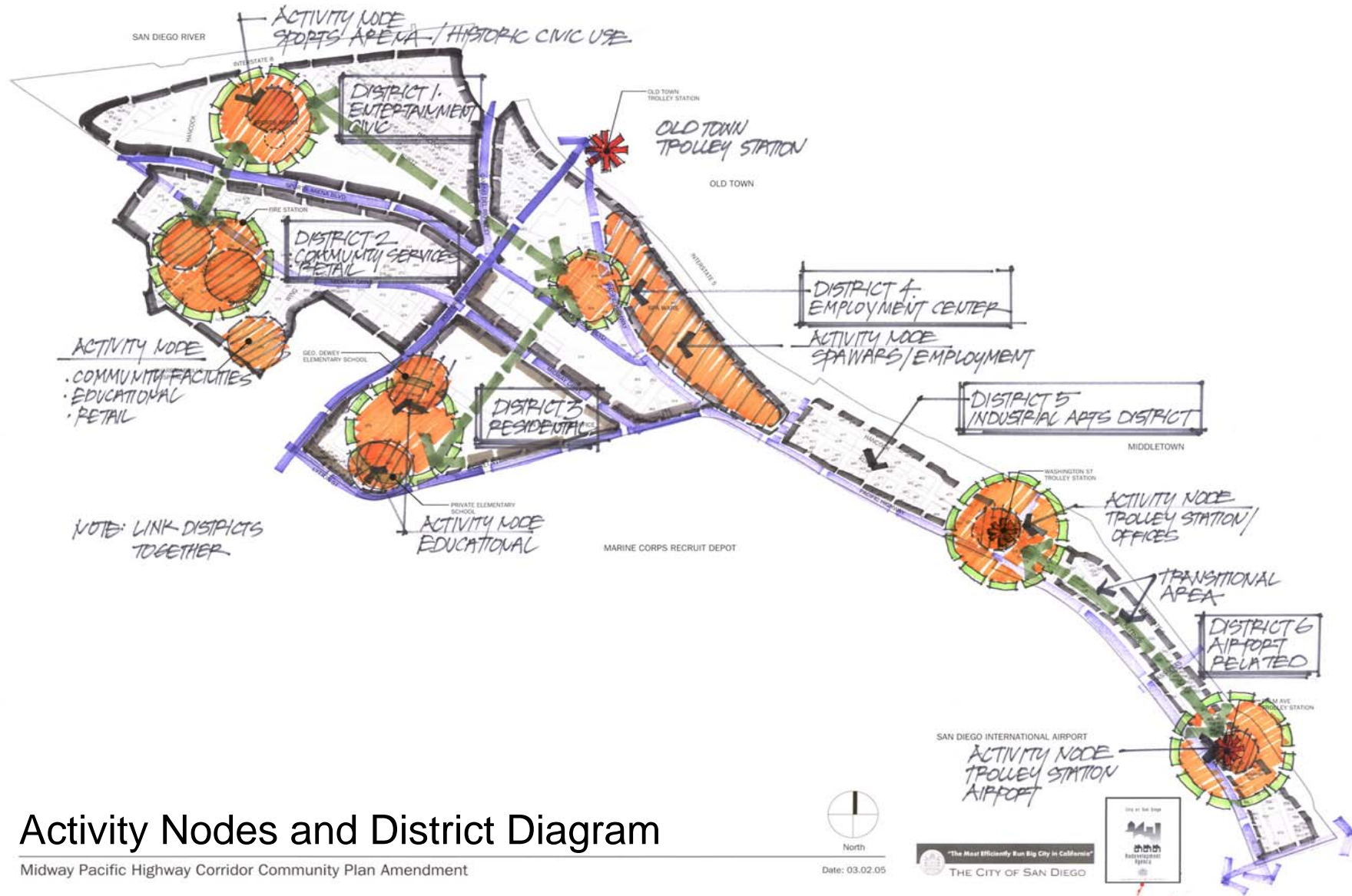
Where We Are

Opportunities and Constraints Define Activity Nodes

What we heard you say:

- ❑ Streetscape in Little Italy
- ❑ Mixed use - residential
- ❑ Outdoor market near retail can be used for multiple uses
- ❑ New home for Kobey's
- ❑ Farmers market
- ❑ Outdoor fest/concerts
- ❑ Draws foot traffic to retail
- ❑ Bike routes pedestrian walkways
- ❑ Continuity of architecture and landscaping
- ❑ Parks to be included in TOD developed on City owned land and Eminent Domain land
- ❑ 5-story mixed-use development
- ❑ Rebuild Sports Arena and develop parking lot as parking garage and mixed-use
- ❑ Improve traffic circulation
- ❑ Build a hospital
- ❑ Transitional Zoning to allow mixed uses – old and new

Where We Are



Activity Nodes and District Diagram

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Where We Are

Activity Nodes begin to define 6 unique Districts

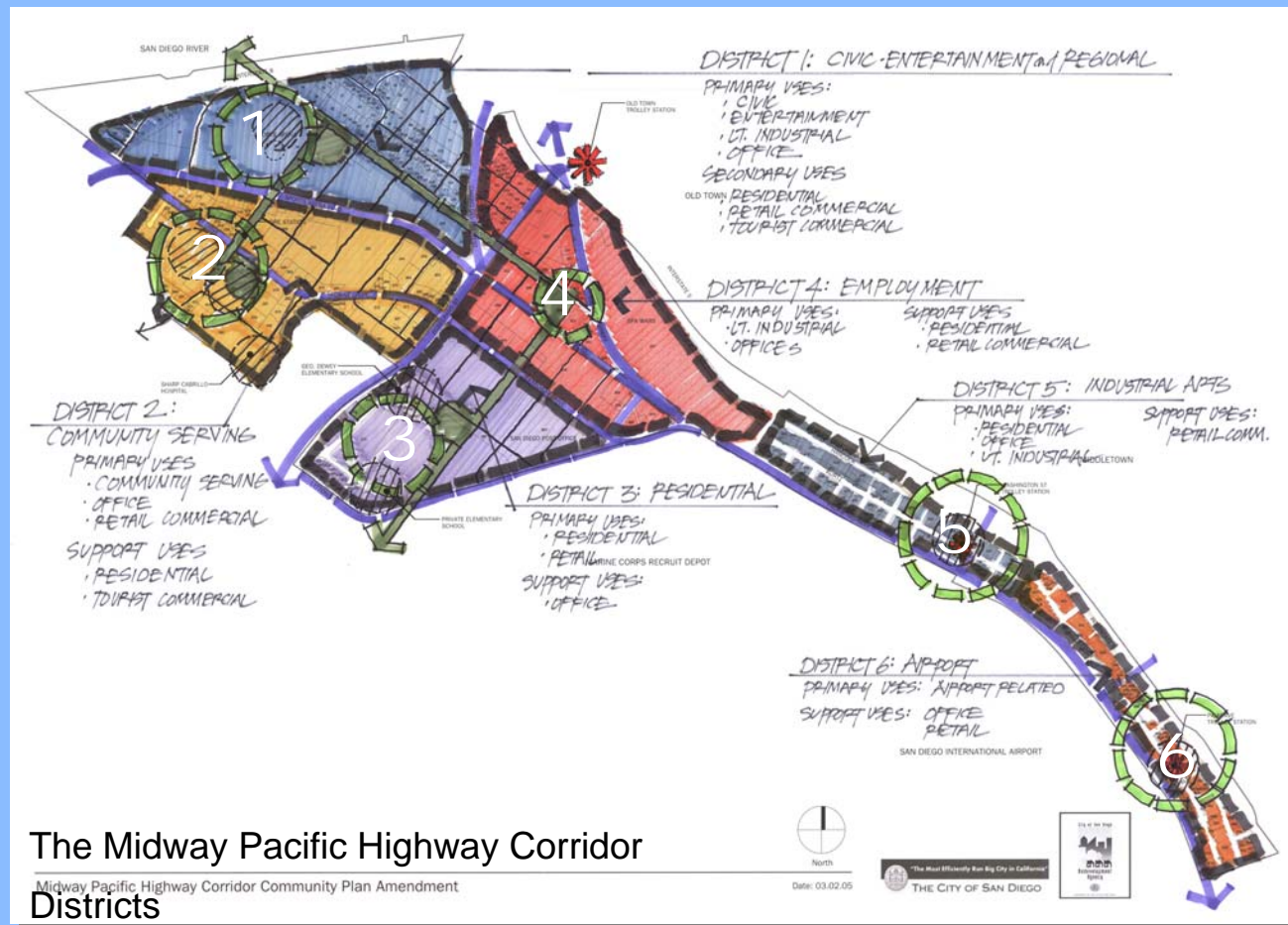
What we heard you say:

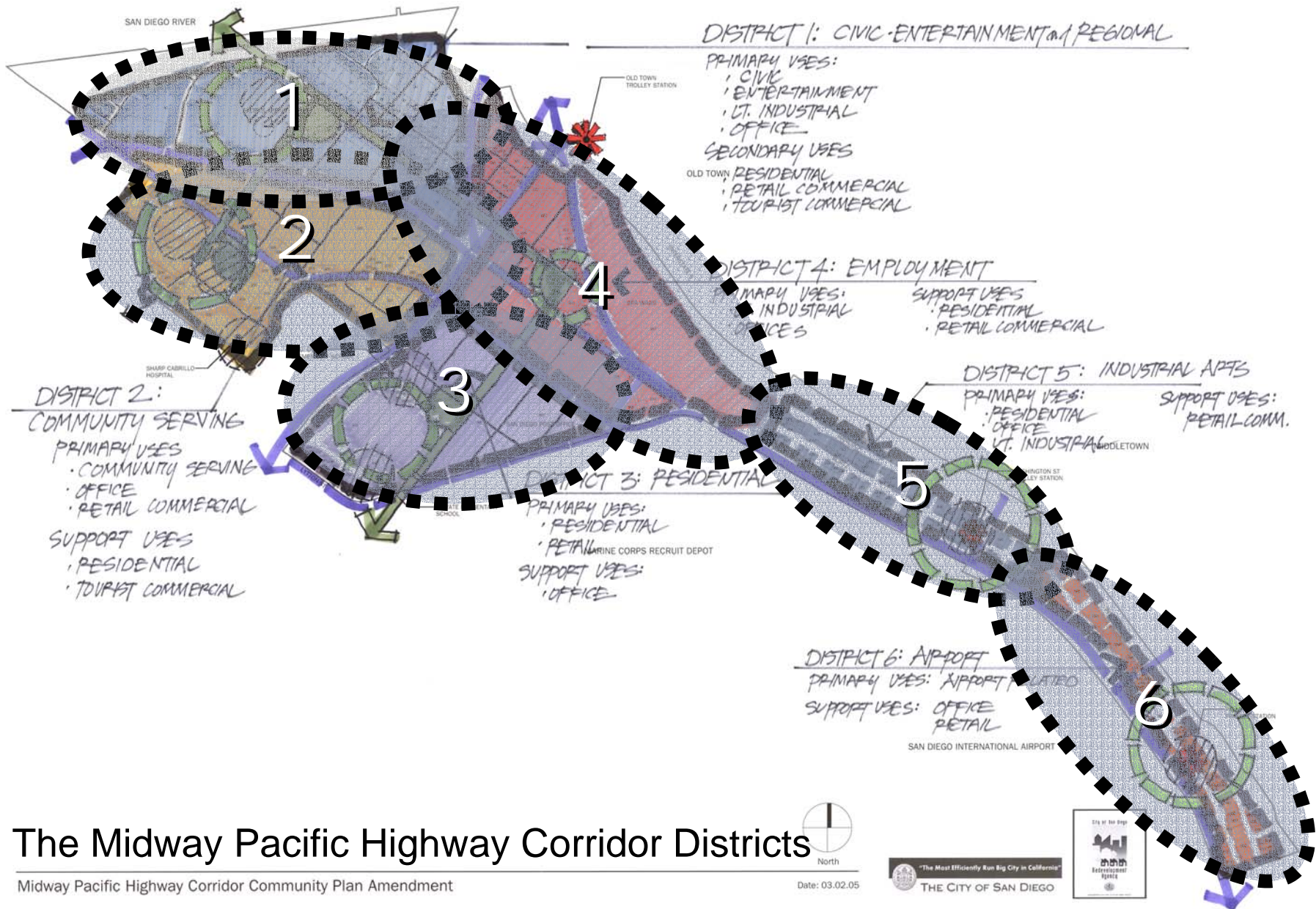
- ❑ 5-story mixed-use development
- ❑ Rebuild Sports Arena and develop parking lot as parking garage and mixed-use
- ❑ Improve traffic circulation
- ❑ Build a hospital
- ❑ Remove Bay to Bay
- ❑ Transitional Zoning to allow mixed uses – old and new
- ❑ Tree lined boulevard European style, pedestrian/bike friendly from Pacific Highway to Ocean Beach
- ❑ Continuity of architecture and landscaping
- ❑ Outdoor market near retail can be used for multiple uses
 - New home for Kobey's
 - Farmers market
 - Outdoor fest/concerts
 - Draws foot traffic to retail

Where We Are

Activity Nodes begin to define 6 unique districts

What we did: By building off the unique character of each activity node, distinct districts begin to naturally evolve.





The Midway Pacific Highway Corridor Districts

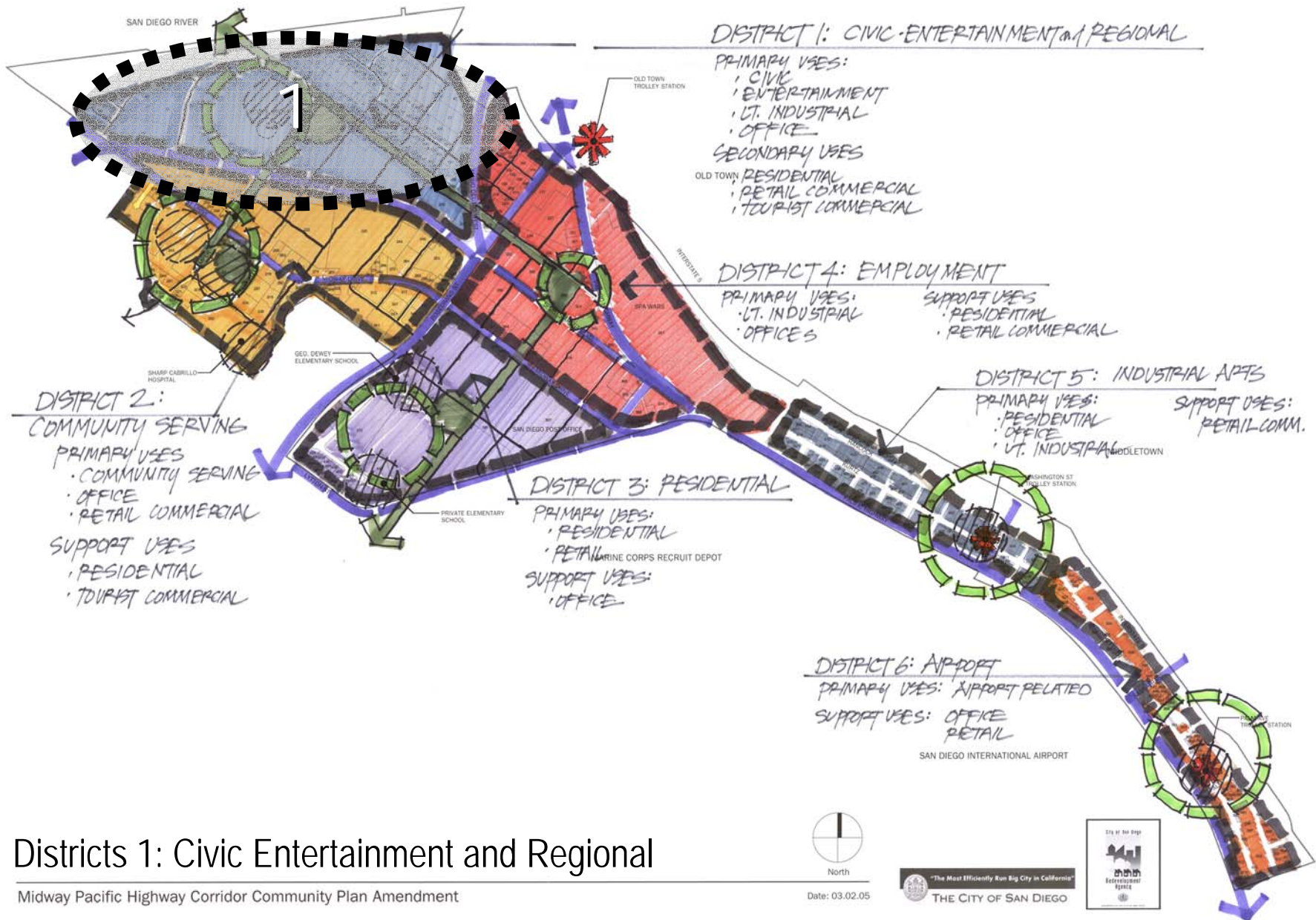
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Date: 03.02.05

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Districts 1: Civic Entertainment and Regional

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District 1: Civic Entertainment and Regional Uses

Present: District 1 is the center of Midway Community Planning area. This district has historically been a regional entertainment and civic activity node for the City of San Diego.

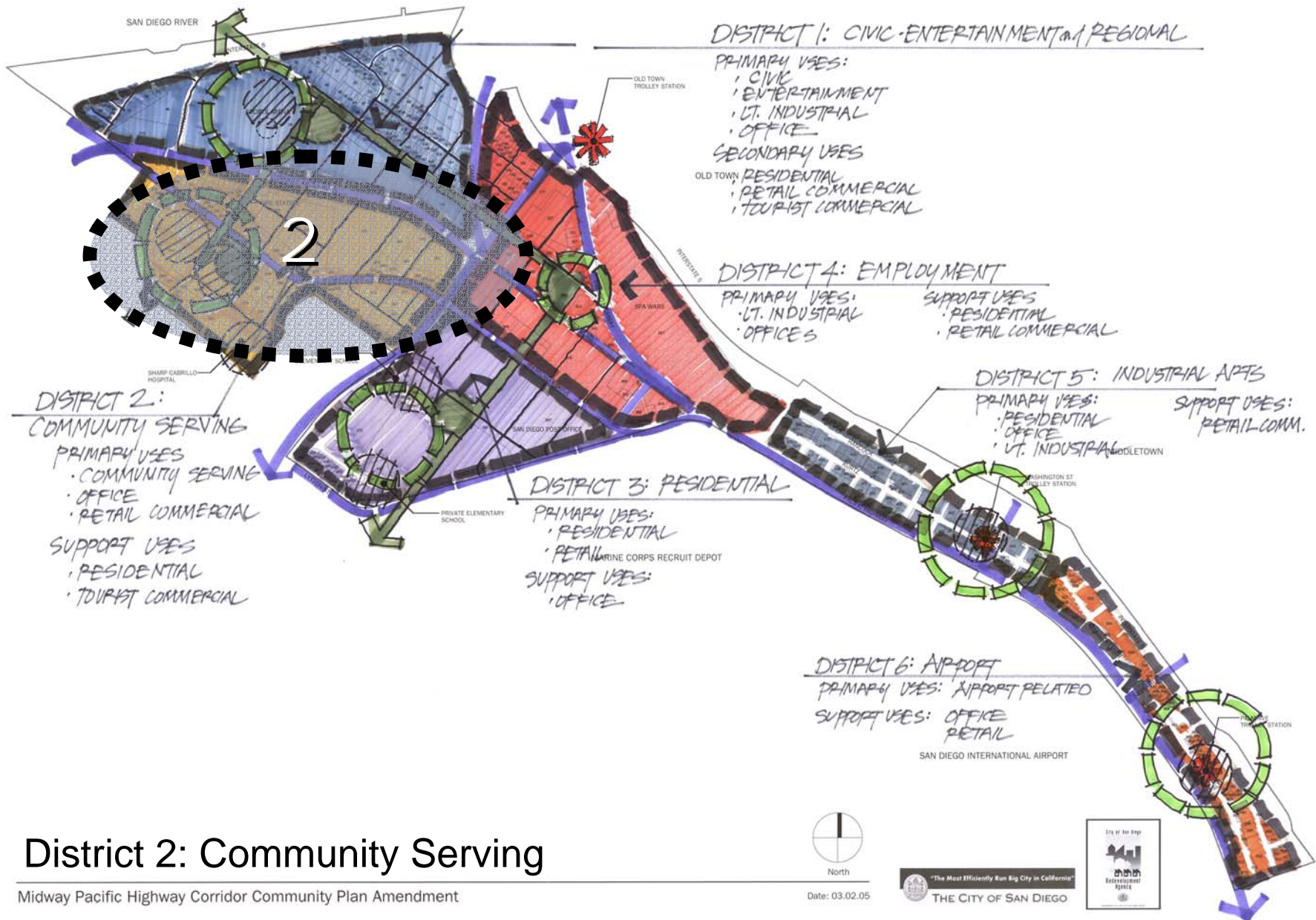
Future: In the future, it is envisioned that this district continue to provide necessary regional, civic, and entertainment uses and become the symbolic center of the community. The objective of this district is to encourage the presence of civic, and cultural institutions, while providing the overall area with a mixture of supportive uses.



District 1: Civic Entertainment and Regional Uses

Primary Uses: Civic and Entertainment Facilities, Business and Professional Offices

Support Uses: Open Space, Residential, Retail (support commercial), Tourist-Commercial and Light Industrial



District 2: Community Serving

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District 2: Community Serving

Present: District 2 has existing activity nodes that consist of numerous community-serving uses including neighborhood shopping centers, hospitals and educational facilities.

Future: In the future, it is envisioned that District 2 will continue to provide community-serving uses and mixed-use developments including office uses, residential and tourist-serving commercial uses.



District 2: Community Serving

Primary Uses: Neighborhood Services, Office, Medical, Retail / Commercial

Support Uses: Residential, Tourist-Commercial